

Claims:

1. A method for conducting an on-line auction comprising:
receiving at least one proxy bid from at least one proxy bidder;
sorting the at least one proxy bid in a descending order;
determining at least one winner of the on-line auction; and
generating a winning sale price.
2. The method according to claim 1, wherein the step of determining the
at least one winner further includes:
determining a total quantity of goods for sale; and
determining a quantity of goods requested by each of the at least one
proxy bidder;
allocating a portion of the total quantity of goods for sale to each of the
at least one proxy bidders based upon the quantity of goods requested by
each of the at least one proxy bidder until all of the total quantity of goods is
allocated, the total quantity of goods for sale being allocated to the at least
one proxy bidder in descending order.
3. The method according to claim 2, wherein the step of generating the
winning sale price further includes:
determining which of the at least one proxy bidder was not allocated
any of the portion of the total quantity of goods;
determining a highest value bid by the at least one proxy bidder not
allocated any of the total quantity of the goods; and

incrementing the highest value bid by the at least one proxy bidder not allocated any of the total quantity of the goods by a predetermined increment level.

4. The method according to claim 1, wherein the step of generating the winning sale price includes generating a winning proxy bid

5. The method according to claim 3, wherein one of the at least one proxy bidder declines the allocated goods.

6. The method according to claim 4, further including:
allocating the portion of the total quantity of goods to a highest losing bidder; and

generating a sale price for the highest losing bidder that is equivalent to a proxy bid submitted by the highest losing bidder.

7. The method according to claim 3, wherein the predetermined increment level is a monetary unit.

8. The method according to claim 3, wherein the predetermined increment level is one dollar.

9. A system for conducting an on-line auction, comprising:
a first module for receiving at least one proxy bid by at least one proxy bidder;

a sorting engine for sorting the at least one proxy bid in a descending order;

a winning bid engine for determining at least one winner of the on-line auction; and

a winning price engine for generating a winning sale price.

10. The system according to claim 9, wherein the winning bid engine
5 determines the total quantity of goods for sale, determines a quantity of goods requested by each of the at least one proxy bidder and allocates a portion of the total quantity of goods for sale to each of the at least one proxy bidder based upon the quantity of goods requested by each of the at least one proxy bidder until all of the total quantity of goods is allocated, the total
10 quantity of goods for sale being allocated to the at least one proxy bidder in descending order.

11. The system according to claim 10, wherein the winning price engine
15 determines which of the at least one proxy bidder was not allocated any of the total quantity of goods, determines a highest value bid by the at least one proxy bidder not allocated any of the total quantity of the goods, and increments the highest value bid by the at least one proxy bidder not allocated any of the total quantity of the goods by a predetermined increment level.

12. A system for conducting an on-line auction, comprising:
20 means for receiving at least one proxy bid by at least one proxy bidder;
means for sorting the at least one proxy bid in a descending order;

09712935-11500
00577-SEP-27-200

means for determining at least one winner of the on-line auction; and
means for generating a winning sale price.

13. The system for conducting an on-line auction according to claim 12,
wherein the means for determining at least one winner of the on-line auction
determines the total quantity of goods for sale, determines a quantity of
goods requested by each of the at least one proxy bidder and allocates a
portion of the total quantity of goods for sale to each of the at least one proxy
bidder based upon the quantity of goods requested by each of the at least one
proxy bidder until all of the total quantity of goods is allocated, the total
quantity of goods for sale being allocated to the at least one proxy bidder in
descending order.

14. The system for conducting an on-line auction according to claim 13,
wherein the means for generating a winning sale price determines which of
the at least one proxy bidders was not allocated any of the total quantity of
goods, determines a highest value bid by the at least one proxy bidder not
allocated any of the total quantity of the goods, and increments the highest
value bid by the at least one proxy bidder not allocated any of the total
quantity of the goods by a predetermined increment level.

15. A computer program product, comprising a computer readable medium
having computer code embodied therein for conducting an on-line auction,
comprising:

computer readable program code devices configured as a first module
for receiving at least one proxy bid by at least one proxy bidder;

computer readable program code devices configured as sorting engine
for sorting the at least one proxy bid in descending order;

5

computer readable program code devices configured as a winning bid
engine for determining at least one winner of the on-line auction; and

computer readable program code devices configured as a winning price
engine for generating a winning sale price.

Bill
64

00577 525246010